



Retail Marketing

Product

Ensuring you have the right products for your customer. The wrong product in the wrong store won't sell. You also need to ensure the packaging is key, it should only add to the interest of the product.

Setting the right price is tough but also very important, there are many factors to consider and market research is very useful.

Price

Place

Making sure the right location for your products is key. Ensure it has enough exposure to the customer and is complemented by signage and displays.

Promotion may be the last P but definitely not the least important. Without promotion no one will know about you or your product. There are many ways of promoting things now from influencers to billboards - all are valuable tools.

Promotion